PROJECT: M504/M505

A Market & Historical Analysis of the Heywood-Wakefield Room Divider.

PREPARED FOR OWNER/SELLER
STATUS: VALUATION & STRATEGY PHASE

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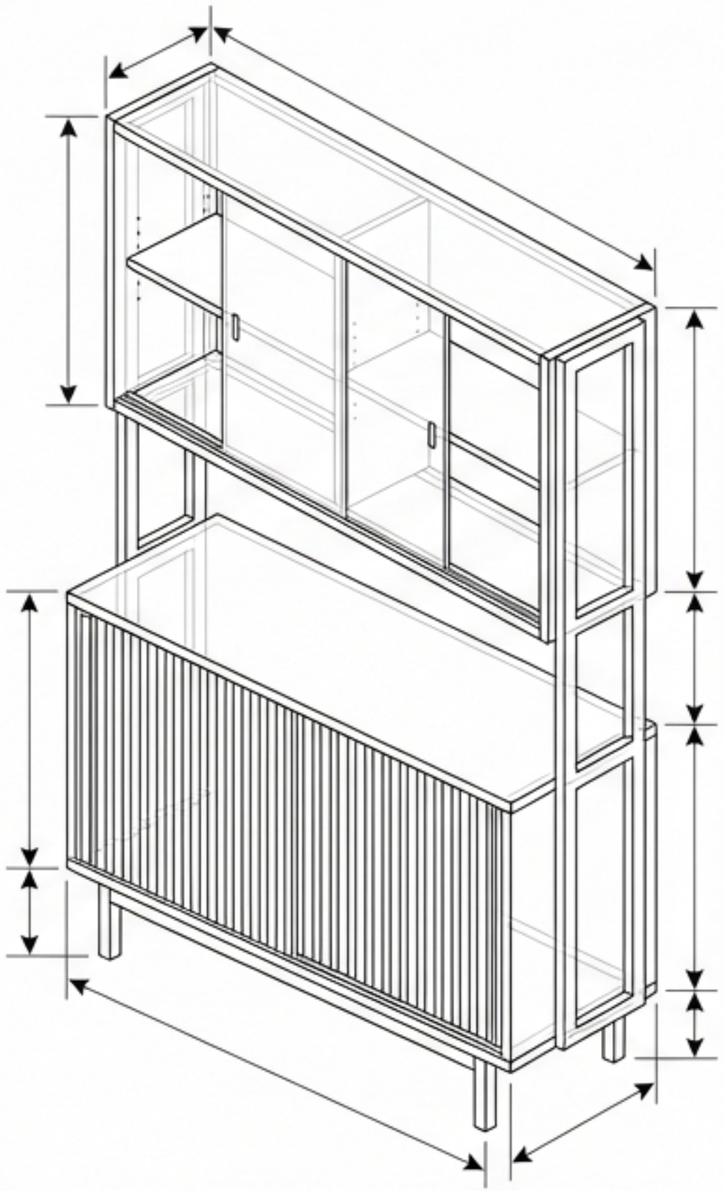

TECHNICAL WIREFRAME: M504/M505 UNIT

EXECUTIVE SUMMARY: THE BLUEPRINT

SUBJECT
Heywood-Wakefield Room Divider (M504 Base + M505 Hutch).

PRODUCTION ERA
Mid-Century Modern (Late 1940s–1966).

MATERIAL
Solid Northern Yellow Birch (No veneers).

MARKET VALUE
Unrestored: **~$250–$1,600** | Retail/Restored: **~$4,500–$5,000**.

STRATEGIC HOOK
“Finished on all sides”—a functional partition for the open floor plan.

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THE UTILITY
Finished on all sides.
Designed to float in space.

THE TECHNIQUE
Steam Bending. Fluid curves without breaking structural integrity.

THE COMPONENTS
Modular System:
M504 Credenza (Base) +
M505 Shelf (Top).

THE MATERIAL
Solid Northern Yellow Birch.
Cold-growth harvest for tight grain.

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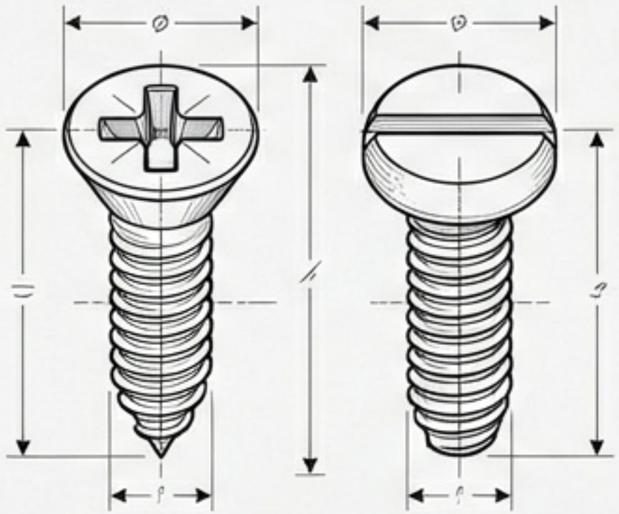
AUTHENTICATION & IDENTIFICATION

THE MARK

HEYWOOD-WAKEFIELD
ESTABLISHED 1826

Eagle Stamp (Introduced 1949). Typically found on left-hand drawer or underside. Paper tags indicate pre-1949 production.

THE HARDWARE



The "Screw Clue". Phillips head indicates post-1940 production. Original slotted screws indicate early production.

THE FINISH

Champagne finish is rarer and often commands a 10–15% market premium.

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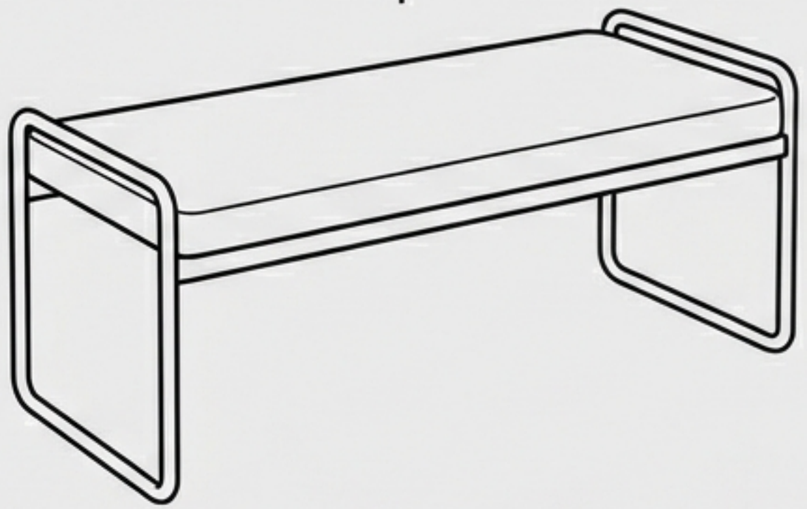
NOMENCLATURE CORRECTION: THE ‘KIKI’ MYTH

HEYWOOD-WAKEFIELD (USA)

Material: Solid Birch. **Form:** Biomorphic curves.
Style: Organic Modernism.

KIKI (FINLAND)



Designer: Ilmari Tapiovaara (1960).
Material: Steel Tubing. **Form:** Clean angles.

⚠ **STRATEGIC NOTE:** Do not market this piece as ‘Kiki’. Use terms ‘Streamline Modern’ or ‘Organic Modernism’.

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THE HEYWOOD-WAKEFIELD LEGACY

1826

Founded by Heywood Brothers. Roots in Wicker/Rattan.

1897

Merger: Heywood Brothers & Wakefield Company.

1930s

Shift to Streamline Modern (Art Deco Influence).

THE PHILOSOPHY:

Democratized Modernism. While contemporaries like Eames and Knoll utilized plywood and steel for the elite market, Heywood-Wakefield brought ‘High Glam’ solid wood construction to the American middle class.

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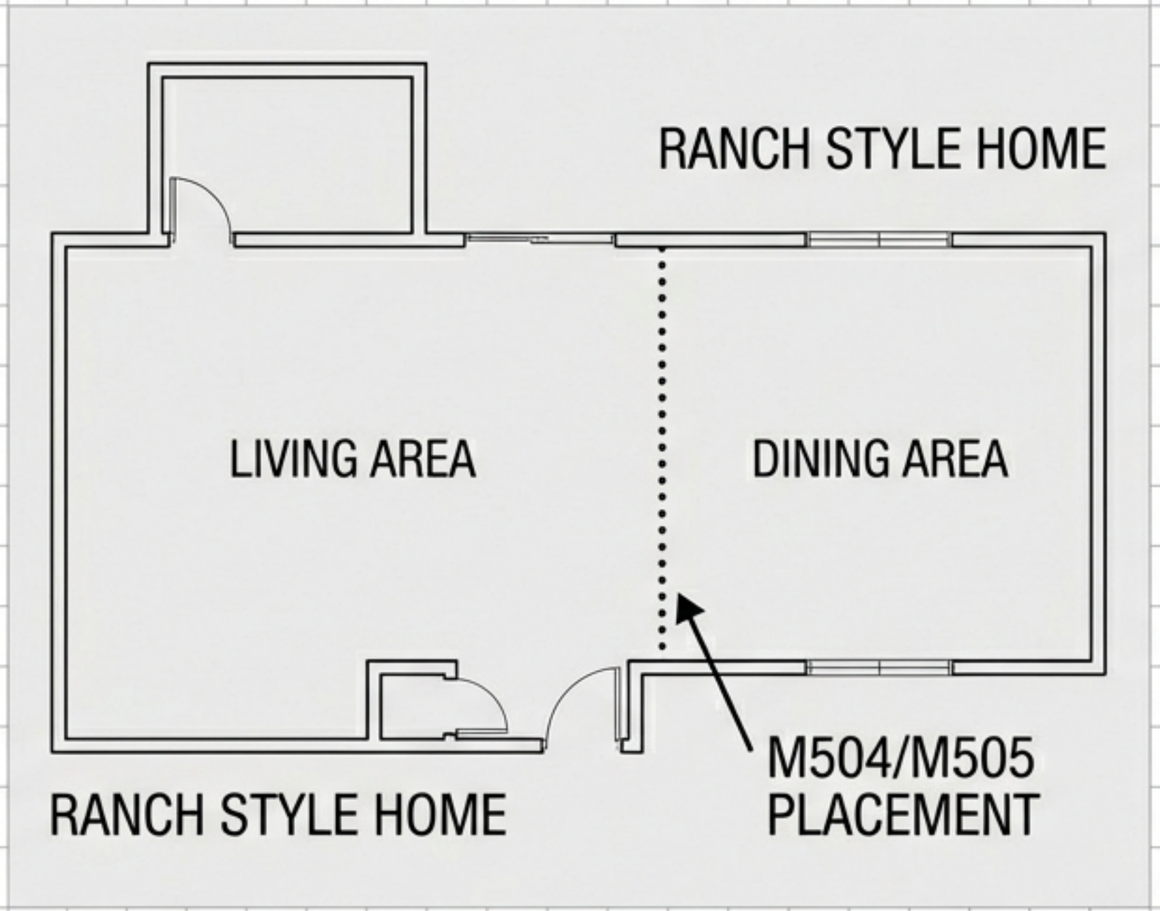
ARCHITECTURAL RELEVANCE



THE CONTEXT:

The Post-War Open Floor Plan removed walls, creating undefined spaces.

THE SOLUTION:

The Room Divider. A functional sculpture serving as a psychological partition between dining and living areas without blocking light.

MODERN APPLICATION: Ideally suited for today's urban lofts and open-concept apartments.

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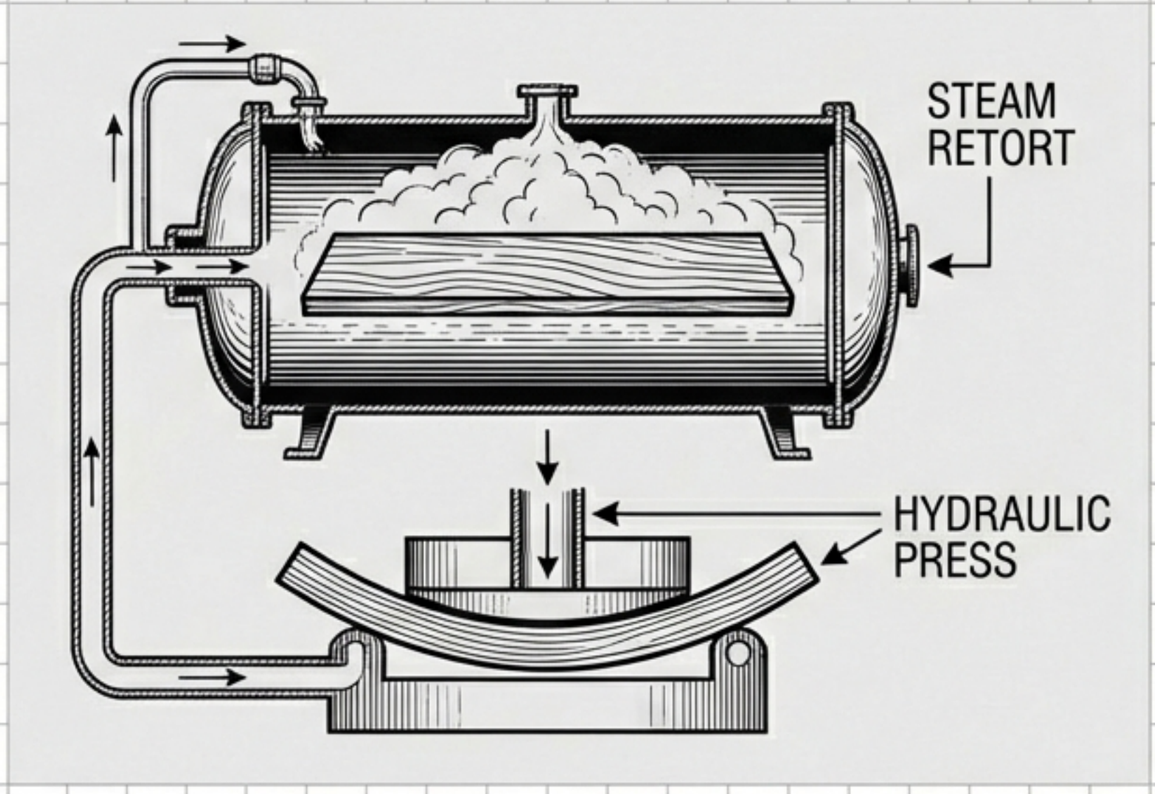
THE SCIENCE OF STEAM BENDING



1. Dry stock placed in steam retorts until saturated.

2. Pliable wood bent by hydraulic presses.

3. Result: Continuous, uninterrupted wood grain.

"When we say solid wood, we mean it. We do not use common shortcuts."

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MARKET VALUATION MATRIX

TIER 1: THE THRIFT FIND	TIER 2: VINTAGE ORIGINAL	TIER 3: GALLERY MINT
PRICE: $250 – $1,000	**PRICE:** $1,200 – $2,000	**PRICE:** $4,000 – $5,000
CONDITION: As-Is / Fair. Scratches, water rings, worn finish.	**CONDITION:** Good. Minor wear, original patina intact, structurally sound.	**CONDITION:** Professionally Restored. Stripped and refinished to factory opacity specifications.

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THE RESTORATION EQUATION

THE CHALLENGE

Original nitrocellulose lacquer is prone to yellowing. Heywood-Wakefield finishes are opaque/translucent. Amateur **staining or clear-coating** destroys value.

THE VERDICT

Professional restoration allows access to the $4k+ bracket but requires **high upfront investment**. DIY attempts often lower value.

Unless you are a professional, sell as 'Vintage Original' to a restorer or enthusiast.

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RECENT SALES REALIZATIONS

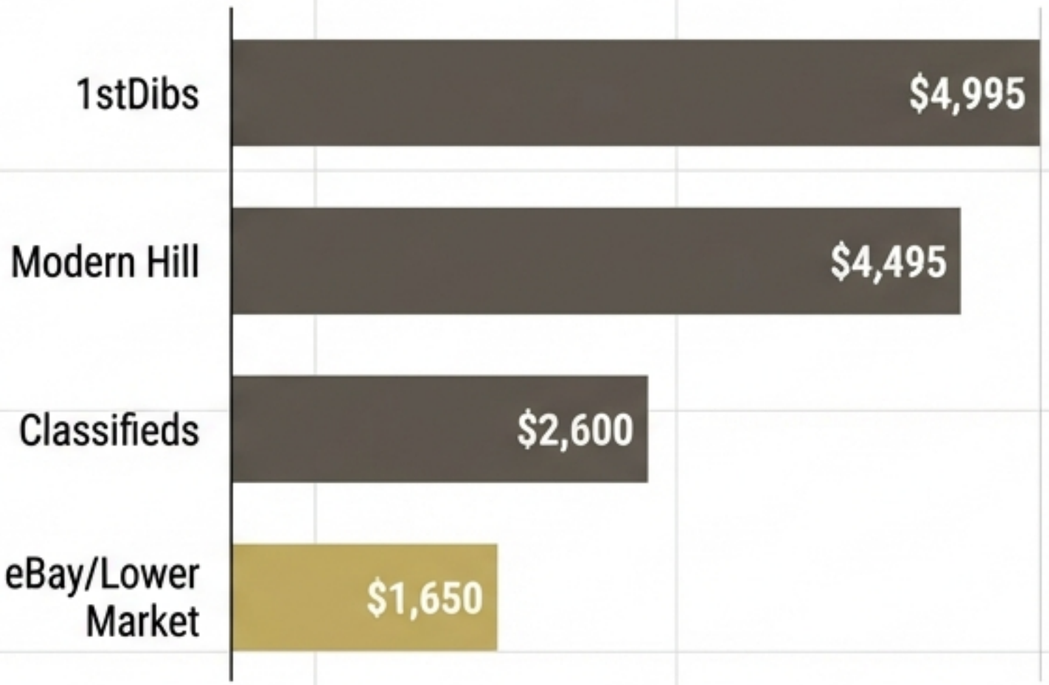
Source: 1stDibs
$4,995
Detail: Restored Champagne Finish.

Source: Modern Hill
$4,495
Detail: Restored Wheat Finish.

Source: Classifieds
$2,600
Detail: ‘Mint’ condition, rare original.

Source: eBay/Lower Market
$1,650
Detail: Vintage condition, needs refinishing.

PRICE REALIZATION VISUALIZATION
REALIZED PRICE POINTS



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TARGET PERSONA A & B: FUNCTION & HISTORY

PERSONA A: THE MID-CENTURY PURIST

Motivation: Historical Accuracy.

Key Desire: Original Wheat/Champagne glow, visible Eagle stamps, specific dates.

PERSONA B: THE URBAN LOFT DWELLER

Motivation: Space Management.

Key Desire: Finished Back. Needs to separate Work-From-Home setup from living room.

Pitch: The ultimate partition for light and space.

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TARGET PERSONA C: THE AESTHETIC STYLIST

PROFILE:
Decorating for clients or “Boho Chic” / “Organic Modern” trends.

KEY DESIRE:
Sculptural shapes, “Blond” wood, visual warmth. Rounded corners (child-friendly).

PITCH:
Focus on the photogenic nature of the birch wood and the “Streamline” curves.

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SALES CHANNELS & LIQUIDATION STRATEGY

CHOOSE YOUR PATH

➡ QUICK SALE / LOW EFFORT
Platform: Facebook Marketplace / Craigslist
Expectation: $800 – $1,500

🤝 MARKET PRICE / MODERATE EFFORT
Platform: Chairish / Etsy / eBay
Expectation: $1,800 – $2,800

🔨 TOP DOLLAR / HIGH EFFORT
Platform: Consignment (Wright, Modern Hill)
Requirement: MINT Condition / Restoration
Expectation: $3,000+ (minus commission)

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FINAL ASSESSMENT

The Heywood-Wakefield M504/M505 is a blue-chip asset of American Modernism, bridging the gap between Art Deco and Mid-Century Modern.

STRATEGY:

- If finish is original, market the “Glow” and the “Eagle”.
- If worn, market the “Structure” and “Solid Wood” potential.

RECOMMENDATION:
Target the Urban Dweller on platforms like Chairish for the optimal balance of ROI vs. Effort.

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